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**MBAS 508**

**Third Semester M.B.A. Degree Examination, December 2018**  
**BUSINESS ADMINISTRATION**  
**Promotion and Distribution Management**

Time : 3 Hours

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

**Note :** Answer to the questions should **not** exceed **six** pages. **(1×15 = 15)**

1. What is the importance of advertising ? Explain the role of advertising in the contemporary business situation.

**SECTION – B**

**Note :** Answer **any FIVE** questions. **Each** question carries **eight** marks  
Answer to the question should **not** exceed **five** pages. **(5×8 = 40)\***

2. Explain the objectives and importance of public relations.
3. Define relationship marketing. What are the five E's of relationship marketing ?
4. What is meant by sales budget ? Explain the various steps in preparing sales budgets.
5. Describe the importance of monitoring and performance appraisal of sales force.
6. What are the relative advantages and disadvantages of various transportation modes ?
7. Describe the role of inventory management in the supply chain management.



- 8. Explain the different types of retailers.
- 9. What is meant by cyber-mediaries ? Explain the diverse role of websites in the virtual marketing.

**SECTION – C  
(Compulsory)**

**Note :** Answer to the question should **not** exceed **six** pages. **(1x15 = 15)**

- 10. There exist, now a days, toughest competition between, in every respect traditional retailers and e-retailers. Explain the role of technology particularly in promotion and distribution of goods and services in both the cases. Chose the type of retail house of your choice for your explanation and analysis.